

WORKSHOP NOTES – AUGUST 18, 2008

Ted Paulson, President, welcome.

The purpose is to allow an opportunity for info to be provided on the past history, what has resulted in the generation of the campaign, provide information as to history and current campaign plans; provide opportunity to provide input to the Friends Board and BLT. The objective is to have a dialogue and provide info to help committee members be effective.

Mr. Paulson introduced the members of the Board of Directors of the Friends of the Library and the Board of Library Trustee members present.

He explained the role of the Board of Trustees and the Peninsula Friends of the Library. He explained the importance of explaining the difference between the two organizations and their responsibilities.

Fred Mackenbach, Chair of the Campaign Committee

Thanked everyone for joining the journey he has been on since mid-2006. He explained that he committed to this project as a wonderful opportunity to leave a legacy to the community for such a worthwhile cause.

He introduced Georgia Case, Campaign Coordinator; Debby Stegura, and Donna Fletcher of Mission Driven.

Question: “Why is the library important to me?”

Fred: met his wife 55 years ago in the library in a small town in Ohio. When Director Gould came aboard he asked her to make a presentation to the PVE City Council only 28 days after coming on board. She called him in mid-2006 and presented what she wanted to accomplish, he signed on without asking questions.

Jane Jones: can't remember specific incidents that left a lasting impression on her, but she thinks of the library as watching the little 3-year olds running to get into the children's area and come out carrying a load of books—and she hopes they will retain that love of the library as they grow. Another one is a picture of an elderly gentleman, obviously retired, enjoying himself in the library, with materials all spread out before him. The library is for everyone.

Jennifer Addington: Her memories...her grandmother was a librarian in Harrison, Idaho, pop. 263 people; she remembers it very well and it stuck with her. After realizing that feature film making was not for her, she struggled with what she will do now. She looks at librarianship more globally---she loves helping the local people but she thinks of the library as a scope of work that we provide for our citizens, community, cities, state and nation. We provide access that many people will never have if we

didn't exist. Computers, access to trained research professionals; it's one of the last places where we provide a universal nation-wide democratic ability to find information. That is waning in our society and she clings to it and hopes that libraries will never leave because of that.

Debby Stegura: her children are now 15-17-19; she was a consumer of libraries as a child and student; and Kathy Gould—whom she met when she was co-president of the Education Foundation. She cannot imagine the community without a great library.

Merna Marshall: stated that because she was not exposed to libraries as a child, she realizes now as an employee of the library what she missed out on. She added that her own children are avid readers and her grandchildren already use the library.

Ed Long: born in a foreign country—Syracuse NY; he had a wonderful opportunity to be encouraged to read at a private school but the public library system in the city of Syracuse was terrific and he spend a lot of time there. He said the PV libraries are a jewel, helping everyone from 2 to 102 with their reading needs.

Teresa Sun: one of her statements during her campaign was she came to US as a student, went to UCLA, and taught at a university. She has spent much of her life in libraries and she loves the library. She is retired from teaching and was asked by Jane Jones to join the committee. Palos Verdes libraries benefit the Asian community—who believe that knowledge is the powerhouse.

Florence Marshall: during a conversation with a neighbor with two children she was impressed by how much the community loves the library.

Marjorie Miller: could you imagine what the community would be without the library? It is such an important part of the community.

Aileen Hoy: after her kids graduated from high school she volunteered at the library and has been here ever since.

Gene Roeder: was one of the little kids when he was told to turn the lights out at night he would hide under the covers and read a book. After he retired in 2000 he moved to the Peninsula from Santa Monica and was looking for something to do besides play golf. He visited various organizations and visited the booksale at Malaga Cove Library. He was discussing books with Nancy Brandel and realized that Pat Foltz needed help. He started out at about 50 hours a month and now he's doing 150 to 200 hours month and loves it.

Gail Tierney: joined Supervisor Dana 28 years ago and set up his office; each staff member was assigned subjects to work with. She was assigned the justice system, education, libraries and the cultural facilities. While she worked with the justice system she realized how much we needed libraries and has spend a significant amount of time working with juveniles in the system.

Bill Lama: when he first decided to file for the Board of Trustees he talked to Bill Roberts and a lot of other people and they asked him why he wanted to serve on the Board. He answer was "because I love

the library” and he wanted to make a difference. He noted that during the holiday parade he sees so many small children who yell out how much they love the library. The community would be diminished if there were no library

Dick Lohrer: became interested in the library due to his experience in managing endowment funds and he thought he could help here.

Jim Moore: the magic of books is what he believes most in. That’s why he was on the Board of Trustees and why he has been a member of the Friends for so many years. The magic of books allows anyone who can read to learn on their own what they want to learn—and it’s the only thing that this is true of. The book can be augmented with what’s on the Internet, but it’s books that are the source of knowledge available to anyone. You don’t have to have anything more than a library card.

Donna Fletcher: had the great privilege of working with the PV Land Conservancy on their fundraising campaign; the library staff found out about her and she was flattered that they would want to have her help on this campaign. She said as a child they relied on book mobiles. She loves the smell of libraries and the excitement. She loved that she could put in an order for a book and it would come. Libraries are a bastion of imagination, learning and possibilities.

Glenous Absmeier: said she is a slow reader and she appreciates that she can call the reference desk and get all of the answers she needs.

Fran Wielin: growing up she enjoyed reading adventure books; used the library in school for information; and as an adult the library connects her to the community. It is a community center.

Mildred Marx: Cannot in her wildest dreams imagine a world without libraries; spent her whole life in libraries; doing her homework; talking to the librarian; getting information from anyone who was there; it is something you have to have. Libraries are a must have.

Debbie Richardson: appreciates the magic of books; her kids are avid readers; she has been very active with the Malaga Cove “concerts in the park”; music in the library; loves the people; and is pleased to be a part of this group.

Georgia Case: grew up with book mobiles in a small rural town outside of Atlanta. In 2004 she went to a small South American country without libraries; it was a window on a community that doesn’t have a library.

John Flood: how can you not like a library; every library spoke to him of education and understanding; for the last 37 years he has been observing the PV library system; it has had its up and down, and it is difficult to always be up. Today the organization is poised to be one of the primary factors in this type of business in this part of the world; he is pleased with what we could do and he hopes we will move as quickly as possible.

Ted Paulson: didn’t go to the library except at school; at UCLA he worked at the library in order to pay for college; when he married, his children loved this library; he got involved with the PFL 40 years ago;

his wife has been president; he would pick up donated books and helped wherever he was needed; his grandkids use this library. He ran for the Board of Trustees and was fortunate to get elected. He said the community doesn't understand the jewel they have and we have to accomplish helping them understand what the library district represents to them for the future.

Kathy Gould: the most important thing to her was they saved her life; when she was 8 her parents divorced and she was so shy she wouldn't answer the telephone; Mrs. DeFirmian (school librarian) introduced her to some amazing books that she never would have otherwise found.

Nell Mirels: she's much too young to have joined the PFL 40 years ago, but she did; she always liked the library and used it, but she was very busy with the City of Rolling Hills Estates City Council. Once she retired, she was asked to serve as President of the Friends of the Library; started off with a few hours and the next thing you know you're doing a little more.

Ted Paulson: introduced Nell Mirels to the group, noting she is the secretary of the PFL and takes notes that represent absolutely everything that happened at the meeting.

Fred Mackenbach: how can we miss with all of this talent and devotion to the libraries? He introduced District Director Kathy Gould, who understands the profit and loss statement, the importance of the volunteers to the organization, and had the uncanny ability to start the healing in the library.

Kathy Gould: why do we spend time talking about the library? This is the core of the team that is going to do something really big for the community. It's important that we get to know everybody and get to know what we're doing. The goal is to work together as a team to get a really big job done. Kathy addressed the group with a PowerPoint presentation (available upon request).

Donna Fletcher explained her role as a consultant, noting she was consulted in November 2007 to help the PFL assess where they were in the fundraising process and what the elements are of the various fundraising projects to go into the campaign. She said she is a person who is mission-driven, and she was so impressed by the caliber of volunteers associated with the group, the caliber of the Director, and the connections people had with various donors. Lastly, is the urgency and the need and value of the project-- a critical component in assessing whether or not it will be successful.

Donna Fletcher said capital campaigns are like the movie "Field of Dreams" -- Donors like big, imaginative projects and they want to be on board. They like community projects that will change the community; the projects succeed because of community will. Every one of her campaigns had a last-minute 25% gift from an unidentified source.

Donna Fletcher: said the next question is “What are the next steps for the library campaign?” She explained that we needed the budget numbers in order to decide whether it is possible to accomplish. We need a feasibility study, which is to interview lead donors and others to assess how best to market the campaign, what are the messages donors resonate with, and how to look at the internal structure in order to succeed. Four firms will be interviewed and a selection made quickly; a feasibility study completed by the end of the year. This will be strategic and prudent, and will set up how to talk about the campaign and when to talk to them. What if the feasibility study comes back with a recommendation not to move forward? We’ll do it anyway.

Donna said she is currently involved in an advisory function to determine how we can leverage giving through membership, planned giving, and endowment. We hope to bring back the results of the feasibility study and to talk about how we go out and solicit donations.

She closed by stating that this is a very unique type of capital campaign. Schools have a built-in constituency; but we have a public institution whose every act is of interest to the entire community and this cannot be a quiet campaign. The library has done a good job of bringing the community in on the campaign. PVLD is being looked at as a model by other libraries embarking on their own campaign.

Ted Paulson: she mentioned some key words; we’re not stopping going forward while this funding assessment takes place. There are several things that need to take place before the end of the year.

Debby Stegura: mounting a traditional private donation capital campaign, looking for private sources of money. But as we are going forward a natural question is why doesn’t the library district put another bond measure on the ballot to accomplish what they want to do? We need to have the answer to the question. Secondly, with the governor proposing borrowing from local governments, is there any thought that the library district has to try to replace that with local donations and will we be competing with those requests?

Bill Lama: suggested using another descriptor for the feasibility study, noting that it connotes that there will be a result that possibly means “no, we won’t be doing it.” Donna said it is basically a “marketing study.”

Jim More: do you budget out where monies will come from and the timing of going out after each?

Donna Fletcher: It used to be that 80% of the money comes from 20% of the donors. Now, 90% of the money comes from 5% of the donors. One of the tools the solicitors will be provided is a campaign gift table. For us to go forward we will need a gift of \$2 million to anchor the campaign. She said it should have tremendous resonance with corporations and foundations. Gift recognition policies will be in place so donors can have their name on the various portions of the construction—which can be appealing to some.

Donna Fletcher: people give to people, not institutions. You are the people that are going to sell this campaign. Passion is a trumper any day of facts, figures and data. People are so inspired by emotion, commitment and a community coming together and she feel so good about the success.

Mildred Marx: All of these things are true; feasibility study has turned into a marketing study; we have done a lot of marketing in the past two years. Why is it necessary?

Donna Fletcher: the difference in cost at Miraleste from what was originally estimated it was clear that without a marketing study we shouldn't go ahead; she said we should go ahead regardless of what the study says, but the study will give a rationale for cultivating donors and having them answer our knock.

Ted Paulson: there was a lot of discussion on this issue and strategy. Two factors come into play on whether to do the marketing study. It's more than money that has changed that needs to be analyzed: the national election—what's the psychological impact; the economy is down and it wasn't initially. The objective is to give us the information to see what the people will identify with and how we can best prepare the packages to address these concerns and optimize how to package these things.

Debbie Richardson: they will develop a marketing strategy for the campaign.

Ted Paulson: the Friends made a conscious decision not to farm out the entire campaign to a firm. We didn't feel the campaign should be handled that way. We felt that it would only be successful from the standpoint of community involvement.

Fred Mackenbach: What's next in the campaign? A list of 22 projects working on between now and the end of January.

Fred Mackenbach stated that about a year and a half ago he started contacting people and he contacted about 15 people who all gave money in differing amounts. He asked everyone to read the handbook in its entirety. Then he will contact the committee members and discuss it. Any observations you have will be appreciated. Need to build the team to build the committee members. Need to sign additional campaign committee members. In addition, please think of any \$50,000 donors we could contact and he would love to go with you. We are currently in the quiet phase of this program.

Georgia Case distributed the notebook, noting that it is a "fluid" working document and will be updated frequently. She will be the contact person and will be happy to address any concerns. The one-on-one meetings in the days ahead will give us a chance to find out what you are passionate about and what you enjoy doing; get a sense of other groups and people you are affiliated with who might be passionate of the subject matter.

Ted Paulson reminded everyone that in order to have someone considered for the committee that person's name must be submitted to Fred Mackenbach for approval by the PFL Board **before** approaching the person.

Ed Long: when in the process of the marketing study will we have an idea of what the dollar target is? Is this a \$10 million campaign? Ted: it is a \$10 million campaign, which includes MIR and MC, as well as some of the costs of the campaign.

Jane Jones: will the public well-publicized phase come after the majority of the money is donated?

Ted Paulson: Yes, it has to be sure that you have the majority of the money prior to moving into a full-blown public campaign!

Jim Moore: when the library was initially automated, we raised \$500,000 through public donations; but he 's not sure we can get \$10 million from the public.

Mildred Marx noted that in order to take pledges, it will not be possible to have the money in the bank before starting the building process.

Ted agreed that there are issues with the pledges, because they are not concrete unless you do them a certain way.

Bill Lama explained that the Trustees have debated the issue of going to Bond, there are several reasons:

- 1) We already have a bond that will be paid off in 2016;
- 2) The taxpayers already support the school district with bond issues and it may be problematic;
- 3) We think we can do this with a number of major contributors plus smaller amounts from the rest of the community.

Bill Lama added that if Prop 1A borrowing occurs and it impacts the current capability of the District to provide an acceptable level of service, then the Board will have to talk to the Friends and give direction. They may need some of the money intended for the capital campaign.

Director Gould noted that staff has developed a contingency plan and prioritized expenses to be able to cope with a one-time hit. She added that the Friends have allocated in the 2008-09 fiscal year \$200,000 in campaign monies. In the next fiscal year, 2009-10 there will also be monies to cover costs.

Jane Jones asked if there will be a theme to the campaign.

Ted Paulson said it is important to have a tagline and noted that they are still working on it. He reiterated that we don't want to talk about only MIR or only MC but rather have a theme that will translate into something that will make people emotional about wanting to donate to the library.

Ted Paulson noted that the Friends Board, in response to a concern for the safety and security for the funds coming in, has set up specific investment funding as well as an endowment fund.

Fred Mackenbach noted that we can also accept stock that is highly appreciated.

Jim Moore pointed out that the year end is the time to make it publicly known that the campaign will take stocks.

Trustee Wielin reconvened to the special meeting at 5:23 p.m. and noted that no actions had been taken during the workshop.

MOTION by Trustee Lama to adjourn. **MOTION** passed 3 to 0.

Meeting adjourned at 5:24 p.m.